

# Entrepreneurship and Science Communication (2hp)

Entrepreneurship and Science Communication is an introductory course on entrepreneurship as a way of outreach, specially designed for Ph.D. students at Stockholm University. The course cover the prerequisites for starting your own company. You will acquire basic knowledge such as creating customer value, business model, financing and sales as well as how to communicate ideas, organization and leadership. Entrepreneurial scientists will inspire by sharing their stories with you.

## General information

The requirements for 2 hp are:

- Active participation in the lectures
- Home assignment that will be handed out during the course
- Approved Pitch (oral presentation) and Boiler plate (written presentation) of pitch

## Application

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dead line 8.4.2016



## Schedule

Time and place: Wednesdays at 13.00-15.00

### Lecture 1. Knowledge transfer through entrepreneurship. 2016.04.20.

The innovation system and available support for start-up. Christina Bendz, Innovation Office, SU  
Meet a start-up! Maria Greger, Researcher and founder of PhytoEnvitech AB.

### Lecture 2. The business model. 2016.04.27.

The business model is central when creating customer value and a sustainable company. You will learn about value proposition, customer segments and the necessary components needed. Anders Ångström, A-focus AB.

### Lecture 3. Organization and leadership. 2016.05.04.

Leadership, collaboration and teamwork. You will learn how to create a winning team how to motivate, create and implement vision and mission. Prof. Tomas Backström, Mälardalen University.  
Meet Prof. Tore Bengtsson, a serial entrepreneur and research scientist

### Lecture 4 Laws and regulations that protect your interest and others. 2016.05.11.

Liberate the start-up! You will learn about intellectual property rights, agreements etc. Prof. Marianne Levin, Department of Law, SU and Anders Fernlund, Doctoral Candidate, Department of Law, SU.

### Lecture 5. Financing. 2016.05.18

Different types of financial opportunities available and strategies for financing. Tomas Jonsson, Pitch Perfect Prime AB and Celavi-Verksamhetsutveckling AB

### Lecture 6. Marketing and sales. 2016.05.25

About marketing in a broad sense, how it relates to sales for staying alive as a company. Anders Parment, Assistant professor, Stockholm Business School.

### Lecture 7. Pitch training. 2015.06.01

Communicate with different stakeholders. You will learn how to communicate, reach out with your idea and make others interested. Tomas Jonsson, Pitch Perfect Prime AB

### Lecture 8. Science outreach using digital media. 2016.06.08.

Reaching out with your knowledge! Workshop on Wikipedia as a communication tool. Sara Mörtzell, Wikimedia.